

# HRhero *Events*

From state-specific workshops to audio conferences to our annual summit of top legal experts, HR professionals at America's top employers turn to HR Hero Events to stay atop changes in the law and ensure policy compliance. These events present you with superior marketing and promotion opportunities through sponsorships and exhibiting.



## **2010 ADVANCED EMPLOYMENT ISSUES SYMPOSIUM**

In its 15th consecutive year, this event will pair the nation's largest faculty of employment law attorneys with a who's-who of Human Resources professionals for 2 days of workshops, roundtable sessions, panel discussions and lunches.

**Hutton Hotel, Nashville (September 30 - October 1)**

**Caesars Palace, Las Vegas (November 11 - 12)**

*Advanced Employment Issues Symposium  
Lets You Connect in an Atmosphere Perfectly  
Suited for Maximum Exposure*

Maximize your sponsorship dollars and exposure at the Advanced Employment Issues Symposium. Each sponsorship package provides optimal pre-event, onsite and post-event visibility through logo placement, advertising, attendee list access and exclusive sponsor benefits.

### **Last year's attendees reflected senior leadership positions, including:**

- CEO
- Chief Human Resources Officer
- President
- Senior Vice President of Human Resources
- Chief Financial Officer
- Vice President of Human Resources
- Chief Information Officer
- Director of Human Resources
- General Counsel
- Vice President of Administration
- Vice President & General Counsel
- Director of Compensation & Benefits





### Advanced Employment Issues Symposium

#### Platinum Sponsorship - \$15,000

Exclusive opportunity: Limited to one sponsor

The Platinum Sponsor of the Advanced Employment Issues Symposium benefits from nine months of prime exposure through pre-conference marketing and high profile visibility during the event. This exclusive package offers these powerful marketing opportunities:

- Your logo prominently displayed on the front cover of the conference brochure
- Inclusion of your logo within all event-related promotional materials, including:
  - E-mail invitations
  - Print and online banner advertisements
  - Conference web site with hyperlink to your site
- Verbal recognition at all general sessions, with option to make welcoming remarks at the opening keynote session
- One complimentary exhibit space (at both venues)
- Your logo displayed on the front cover of the conference onsite program
- Free skyscraper advertisement in HR Hero Line, the e-zine with over 75,000 subscribers
- Slide presentation during the opening keynote session showcasing your logo to conference attendees
- Option to insert your promotional materials in attendees' packets
- Exclusive privilege to sponsor the Networking Reception for conference attendees
- Six complimentary guest passes to the conference
- Sponsorship badge ribbon
- Onetime use of conference registrant mailing list through a bonded mail house
- First option to retain the same sponsorship position at the 2010 Advanced Employment Issues Symposium

#### Gold Sponsorship - \$8,000

Limit: Two sponsors

This is an image-building opportunity to receive prime visibility among HR decision-making professionals, offering inclusion of your logo within all event-related promotional materials, including:

- Conference brochures
- E-mail invitations
- Print and online banner advertisements
- Conference web site with hyperlink to sponsor's site

This sponsorship level also includes:

- Verbal recognition at all general sessions
- One complimentary exhibit space (at both venues)
- Half-page ad in the conference onsite program
- Three complimentary guest passes to the conference
- Onetime use of conference registrant mailing list through a bonded mail house
- First option to retain the same sponsorship position at the 2010 Advanced Employment Issues Symposium

### Exhibitor Only Packages:

Las Vegas - \$1,500 | Nashville - \$1,000 | Both - \$2,000

Limit: 8 Exhibitors at each location

The Advanced Employment Issues Symposium Exhibitor Package enables you to enjoy face-to-face time with HR professionals attending America's premier employment law conference. With just 8 available exhibitor openings, you're ensured a prominent, intimate marketing experience.

- 2 full conference passes for exhibitor reps
- Standard listing on conference web site with link to your home page
- A complimentary 40-word description of your company in the conference manual
- Onetime use of conference registrant mailing list through a bonded mail house
- Exhibitor may provide names/addresses of clients or prospects to be invited to attend this event with a 10% discount
- 6' draped table, 2 chairs
- Identification sign
- 24-hour security

## Our Live Events Bring Out the Best

Advanced Employment Issues Symposium attendees are human resources executives in some of the most prestigious corporate, educational and public sector employers:

- |                                    |                                     |
|------------------------------------|-------------------------------------|
| AEGON                              | Memorial Sloan Kettering            |
| Annenberg Foundation               | Cancer Center                       |
| Aramark                            | Nestle USA                          |
| Beam Global Spirits & Wine         | NJ Manufacturers Insurance Group    |
| Bemis Company Inc                  | PF Chang's China Bistro Inc         |
| Blizzard Entertainment Inc         | Progressive Insurance Co            |
| Boeing Company                     | Raytheon                            |
| CA Dept of Technology Services     | Ritz Carlton Bachelor Gulch         |
| Cameron International              | Rosetta Stone                       |
| City & County of San Francisco     | Rust-Oleum Corp                     |
| City of Las Vegas                  | Samsung Telecommunications          |
| City of Milwaukee                  | America                             |
| Coca-Cola Enterprises Inc          | San Francisco General Hospital      |
| Corrections Corporation of America | Sandia Laboratory FCU               |
| Covidien                           | Schechner Lifson Corp               |
| DCH Health Systems                 | Sentinel Benefits Group Inc         |
| DIRECTV Inc                        | Shaw Industries Group Inc           |
| Disneyland Resort                  | SHRM                                |
| Ergon Inc                          | Southland Industries                |
| Family Dollar                      | Spraylat Corporation                |
| Farmers Insurance Group            | State Farm Insurance Company        |
| Federal Express                    | Texas Tech University               |
| Federal Reserve Bank of Dallas     | The Beverly Hills Hotel & Bungalows |
| General Cable Corporation          | The Sports Authority                |
| GoDaddy Software Inc               | The Turner Corporation              |
| Goodrich Corp                      | TN Human Rights Commission          |
| Hitachi Instruments Inc            | UCLA                                |
| HSBC Bank USA NA                   | Turner Construction                 |
| Hunter Douglas Inc                 | University of Oklahoma              |
| International Truck & Engine Corp  | University of Washington            |
| Johnson Controls Inc               | Volunteers of America               |
| JP Morgan Chase Bank               | Waste Management Inc                |
| Kaiser Permanente                  | Wells Fargo                         |
| Kenwal Steel                       | WV Dept of Health & HR              |
| LexisNexis                         | <b>And hundreds more</b>            |

## WEBINAR & AUDIO CONFERENCE SPONSORSHIP

Thousands of HR professionals take advantage of convenient professional learning opportunities afforded by our audio conferences, webinars, and virtual seminars. These events, delivered online and or via conference call, cover a wide variety of topics and permit participants to get answers to their specific management questions. Recent audio conference titles:

- What Every Supervisor Should Know About Employment Law: 11 Ways to Avoid Workplace Lawsuits
- FMLA Intermittent Leave Regs: Curb Abuse, Confirm Medical Certification, and More
- What to Save, What to Shred: What New Laws Say About Handling Personnel Files
- Essential Function: Writing ADA-Compliant Job Descriptions
- Time Stealing, Property Pilfering and More: How to Stop Workplace Theft
- What You Can Do About Employee Depression: Medical and Legal Answers for HR
- Mental Health Parity and Other New Benefits Rules
- Employee On-Boarding Virtual Summit: Engage and Energize New Hires from Day One
- Overcoming the 8 Toughest Wage & Hour Problems: How to Avoid DOL's Ramped-up Enforcement
- HR Self-Audit Virtual Summit: Find and Fix Employment Flaws NOW

**Quarterly sponsor (approximately 30 events) - \$10,000**

### This premium package offers highly effective marketing opportunities:

- Exclusive sponsorship of all events presented in one calendar quarter
- Inclusion of your logo (with hyperlinks where applicable) within all event-related promotional materials, including e-mail invitations and online banner advertisements
- Your logo prominently displayed on all event-related web pages with hyperlinks to your site
- Your logo displayed on the front cover of all audio conference handbooks with option to insert your promotional materials into audio conference collateral material
- Two complimentary passes to each live audio conference broadcast
- Two complimentary CD or DVD recordings of each event
- One-time use of the registrant e-mail list



## Representative Attendees

Dow Corning  
 Duke University  
 Ecolab  
 Enterprise Rent A Car  
 Experian  
 Exxon Mobil  
 Farm Bureau Insurance  
 Fedex  
 Federal Home Loan Bank  
 Federal Reserve Bank  
 Fidelity Investments  
 FMC  
 Focus on the Family  
 General Dynamics  
 Glaxosmithkline  
 Goodrich Corporation  
 Google  
 H & R Block  
 Harris Bank  
 Heinz Frozen Food Co  
 HSBC Bank US